

Mentzer Media Services
 600 Fairmount Avenue
 Ste 600
 Towson MD 21286

Crossroads Gps/ Issue
 Submission Number 620 Issue 2



NBC 4 / WCMH
 3165 Olentangy River Road
 Columbus, OH 43202
PHONE (614) 263-4444 FAX (614) 447-9107

Copy

Client:	Crossroads Gps/ Issue	Submission Cost:	58600	Campaign Ref:	E:120711107
Buyer:	HRP	Client/Product/Estimate:	././1004	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06225925
Est/PO Number:	06225925	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Crossroads Gps 30s	Booking Group:	WCMH	Key Market:	Columbus, OH
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/29	11/05	Total	Cost
1	M-F 6a News .T.T...	03	1500	30 Comme		2		2	3000
2	M-F 5p News .TWTF..	03	1400	30 Comme		4		4	5600
3	M-Su 6p News .TWTF..	03	1800	30 Comme		4		4	7200
4	M-F 7p Extra .TWTF..	03	1300	30 Comme		4		4	5200
5	M-F 730p Inside Edition .TWTF..	03	1200	30 Comme		4		4	4800
6	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	02	1100	30 Comme		4		4	4400
7	M-Su 11p News .T.T.S.	03	2500	30 Comme		3		3	7500
9	Sat 7-8a Today ShowS.	03	1600	30 Comme		1		1	1600
12	Sun 630a News	03	1300	30 Comme		1		1	1300
Weekly Totals:					Total Spots(Ord Spots)	32	7	39	

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
13	M-Su 6p NewsS 06:30:00-08:00:00	03	1800	30 Comme	1		1	1800
14	M-F 6a News M.....	03	1500	30 Comme		1	1	1500
15	M-F 5p News M.....	03	1400	30 Comme		1	1	1400
16	M-Su 6p News M.....	03	1800	30 Comme		1	1	1800
17	M-F 7p Extra M.....	03	1300	30 Comme		1	1	1300
18	M-F 730p Inside Edition M.....	03	1200	30 Comme		1	1	1200
19	M-F 1135p ET / 1035p CT Tonight Show M.....	02	1100	30 Comme		1	1	1100
20	M-Su 11p News M.....	03	2500	30 Comme		1	1	2500
22	Sat 6a NewsS	05	1100	30 Comme	1		1	1100
23	Sat 8a NewsS	06	1600	30 Comme	1		1	1600
Weekly Totals: Total Spots(Ord Spots)					32	7	39	

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24	Sat 7p NewsS.	05	1800	30 Comme	1		1	1800
25	Sat 730p Inside EditionS.	05	900	30 Comme	1		1	900
Weekly Totals: Total Spots(Ord Spots)					32	7	39	

Grand Totals

Month 11 Weeks: 4	
Totals	10/29
Spots	32
Cost	47800
	10800

Grand Totals:

Spots: 39
Gross Total: 58,600.00
Commission: 8,790.00
Net Total: 49,810.00